

Meeting of the Conservation Advisory Council

Wednesday, February 17, 2010 1:30 – 4:00 p.m.

Energy Trust Megawatt Conference Room

851 SW 6th Ave. Suite 1200

Portland, OR 97204



AGENDA

1:30 Welcome and Introductions

1:40 Savings Multifamily Impact Evaluation *(Information)*

2:15 Refrigerator Turn-in Update *(Information)*

2:45 Break

3:00 2009 Year-end results *(Information)*

3:45 Legislative Updates *(Information)*

4:00 Adjourn

The next scheduled meeting of the Conservation Advisory Council will be on March 17, 2010.



Multi-family impact results and new savings calculator

Contractor: Stellar Processes

Background

- Study spurred by earlier work which found low savings in 2003-2007
- No impact evaluations were conducted prior to 2008 due to lack of access to utility bills
- Present study included projects representing over 50% of gas/electric space heating savings for 2008-2009

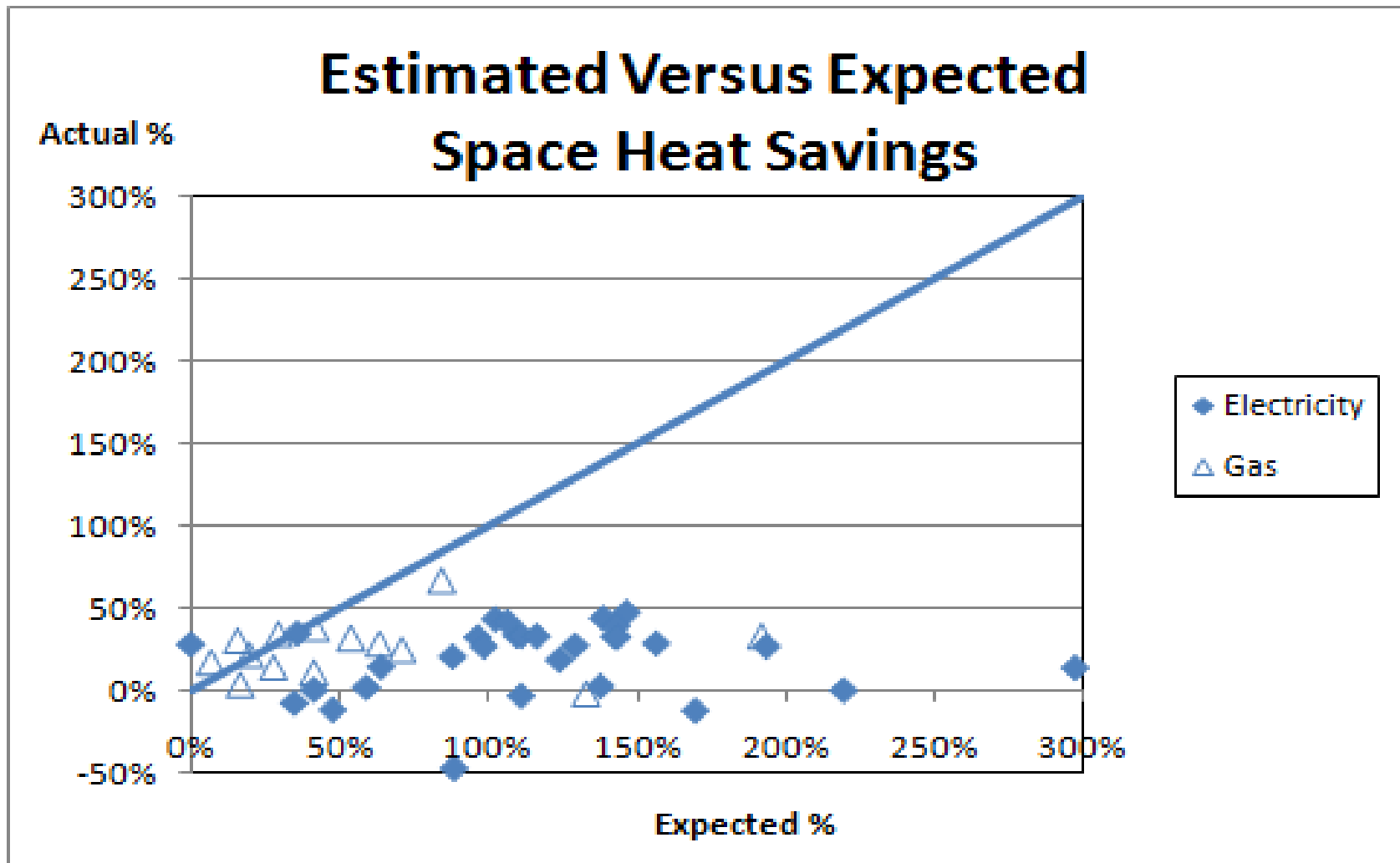
Background cont.

- Desired outcomes:
 - Review of current savings estimation method
 - Estimate realization rates on recent large projects
 - Provide recommendations on savings methodology

Findings I

- The good news:
 - Weatherization projects are routinely saving 20%-40% of space heating loads
- The bad news:
 - Low 'realization rates' due to very high predicted savings:
 - Electric: 22%
 - Gas 48%

Findings I cont.



Findings II

- No recommended changes for 'baseload' measures
- Contractor did indicate some uncertainty in these savings

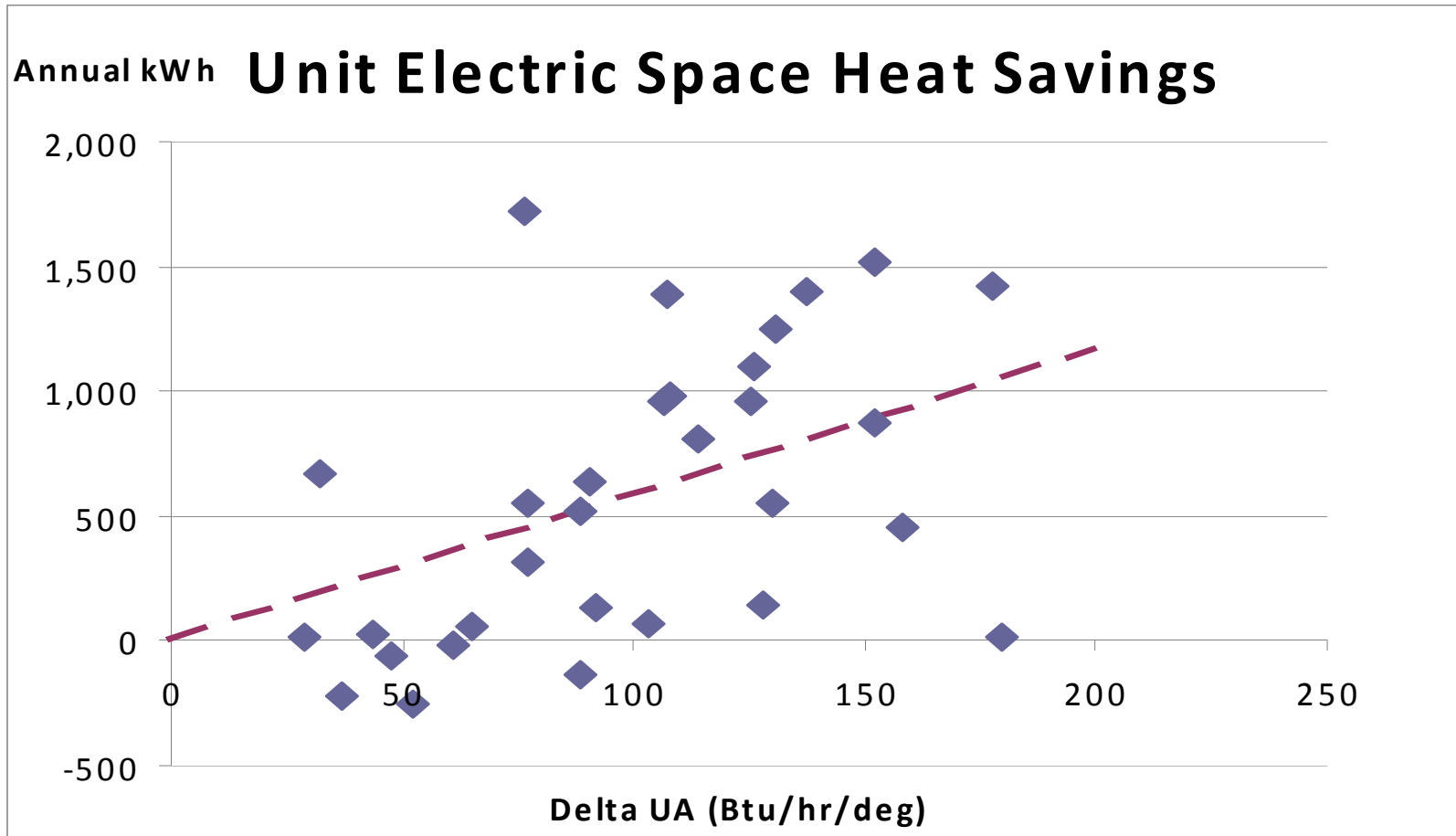
Study Outcomes & Implications

- Development of new savings tool
- Discontinuing use of 'SUNDAY' modeling tool
- Planning re-screening of program for cost effectiveness
 - Emphasis needs to be placed on quantifying non-energy benefits

Weatherization savings calculator

- Simple to use
 - Same tool works regardless of project scale
- More realistic estimates of savings for owners
 - Savings estimates based on delta U_a
- All inputs are currently collected
- Will be used for all 2010 projects

kWh per delta Ua



Refrigerator Recycling Program Evaluation

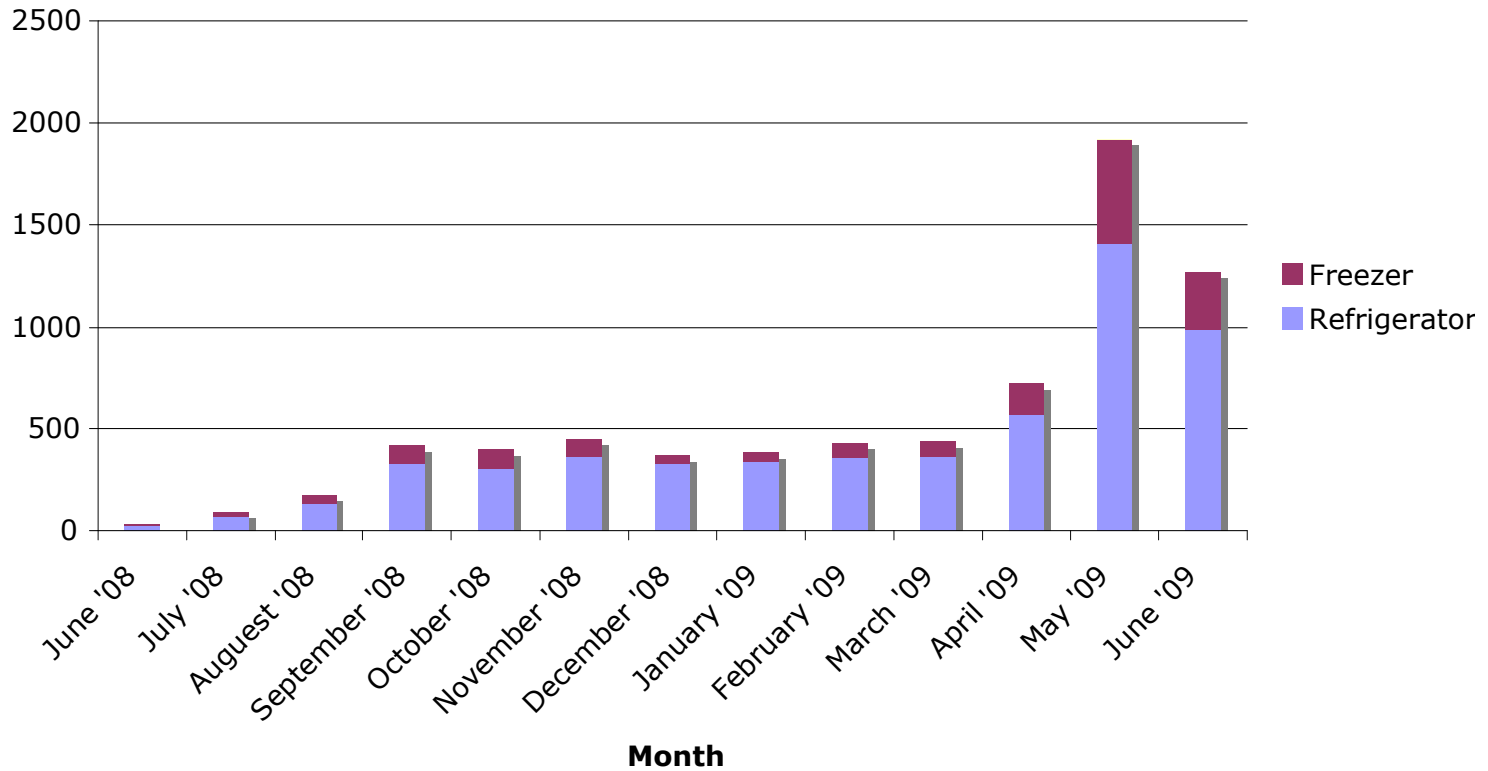


Evaluation Tasks

- Review of program documents
- Review of measure database
- Interviews of Energy Trust, PECEI and JACO staff
- Logic Model
- Participant surveys
- Assessment of processes



Program Participation (Units)



Database Review



Unit Characteristics

- Mostly single unit pick-ups
- 60% of fridges, 86% of freezers >20 years old
- Average Annual Consumption (kWh)

	At Manufacture	Degraded
Refrigerators	1,087	1,631
Freezers	1,070	1,605
Gross program savings, inception - June 2009	7.2 GWh	11.5 GWh



Unit Characteristics (cont.)

- ~50/50 primary vs. secondary units
- Decline in replacement of removed units in 2009
 - Three quarters of replacements are new



Participant Characteristics

- 86% homeowners, in their home long term
- Modest to large sized homes
- 60% of households had 1 or 2 people, mostly empty-nesters
- Median income ~\$60,000
- 35% of fridge participants still had more than 1 fridge after participating, 55% of freezer participants had 1 or more freezers

Process Evaluation



Participation

- Customer confusion: is program too good to be true?
- Bill inserts, retailers are effective in driving participation
- Convenience, incentive are top motivations
 - Bill savings only a reason for 4%
- Half would have been scrapped, half would have remained on grid



Sign-up

- 83% signed up by phone
 - Use of web decreased in 2009
- Heavy internet users might be more likely to use web BUT...
 - Lots of people just like phone sign-up
- Sign-up processes are efficient



Data Quality

- Lots of work to normalize addresses, clean up participant names
 - Need to normalize addresses before sending to JACO (in process)
 - Names problem could be reduced with new data-sharing agreement
- Some missing data on fridges
 - Might be improved with barcode reading



Partnership with Sears

- 9% of program units removed through Sears
- Process seems to be working smoothly
- Sears participants were more likely to have been told about the program than those who bought elsewhere
 - There were still some who were not told by Sears salesperson



Participant Satisfaction

- Overall, 97% were satisfied
- 100% would participate again
- Most had all their questions answered
- Scheduling and pick-up process worked well
- 81% would have participated without the check



Recommendations

- Try to increase removal of secondary units
 - Market through bill inserts
- Stress convenience of participation
 - Provide more info what we get out of it, energy savings for them
- Continue working with Sears, others
- Implement real-time feedback mechanism
- Visit JACO call center